EVALUATION OF THE 1982-83 "RETURN A GIFT TO WILDLIFE" PROGRAM PROMOTION EFFORTS

BY

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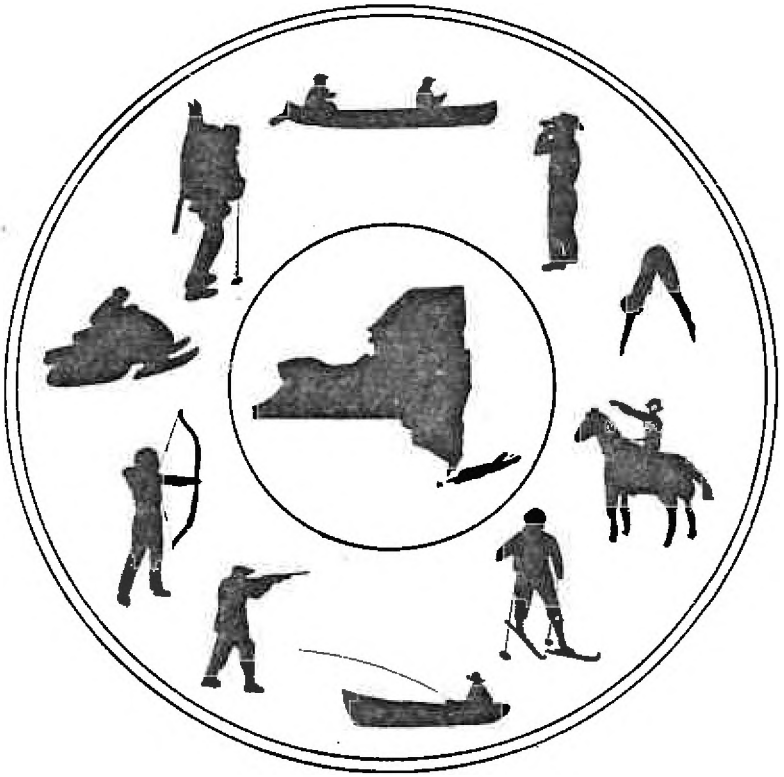

April, 1984

84-4

Outdoor Recreation Research Unit
Department of Natural Resources
New York State College of Agriculture and Life Sciences
A Statutory College of the State University
Cornell University, Ithaca, N. Y.

FINAL REPORT

STATE: New York PROJECT NUMBER: W-146-R-9

PROJECT TITLE: Public Attitudes Toward Wildlife and Its Accessibility

STUDY NUMBER AND TITLE: VII - Evaluation of Participation and Satisfaction in Wildlife-related Activities

JOB NUMBER AND TITLE: VII-11 First Year Evaluation of the "Return a Gift to Wildlife" Program Promotion Efforts

SUBMISSION DATE: April, 1984

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EXECUTIVE SUMMARY

The first year promotional activities for New York's "Return a Gift to Wildlife" program were evaluated via survey of a sample of the New York portion of a mail panel of households maintained by Market Facts, Inc. of New York City. The sample of 3,200 names was equally stratified between upstate and downstate New York. A total of 2,315 responded to the survey (72.3%); 1,981 of these filed a tax return in 1982.

Program Visibility

About 38% of upstate and 28% of downstate taxpayers had some familiarity with the program before receiving the survey. Upstate taxpayers who knew about the program also learned about it earlier than downstate taxpayers. For a large majority of those who knew about "Return a Gift," the tax instruction booklet was their only source of information. Less than 30% of contributors, and less than 20% of noncontributors had received information from newspapers or other media, or from any other source.[1] Only 2.5% of responding taxpayers correctly selected the owl from a list of 4 wildlife types as the symbol of the program.

Two specific efforts used downstate to publicize the program were the placing of signs in subways and on sanitation trucks in New York City. About 15% of New York City respondents acknowledged seeing signs in the subways, while only 3% noted the signs on sanitation trucks.

Characteristics of Contributors

About 21% of downstate, and 13% of upstate respondents claimed to contribute. This compares with 5.3% of downstate, and 5.2% of upstate tax

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[1]Data, not specified as upstate or downstate, are statewide estimates which have been properly weighted to account for different sampling rates between the upstate and downstate strata.

returns which actually contained a contribution. Reasons for this discrepancy can not be quantitatively documented, but are believed to be primarily associated with a "social desirability bias." A similar bias was noted in a study of the New Jersey "tax check-off" program.

The most important reasons given for contributing were because these respondents "like wildlife" (82%), they want to support DEC programs (52%), they find the tax form an easy means to contribute (46%), and they want DEC's programs expanded (45%). A plurality (49%) wanted the funds used to benefit all species; the most popular specific species group, endangered species, was checked by 40% of contributors. A majority of contributors indicated a preference for funding programs to provide adequate and clean habitats and to manage species populations (54% and 53%, respectively).

Contributors were significantly more involved in most kinds of wildlife recreation activities (with upstate contributors participating more than downstate contributors), and had stronger wildlife values than noncontributors. About 22% of contributors had a current sporting license, compared to 17% for noncontributors (statistically significant at the $P \leq .05$ level).

There were relatively few significant demographic differences between contributors and noncontributors, controlling for upstate vs. downstate locations. Disproportionately large proportions of people with sales-related occupations (43%) statewide and Blacks downstate (32%) reported contributing.

Characteristics of Noncontributors

The most important reasons cited for not contributing were overlooking the option on the tax form and lack of information on how the funds would be used. About half (51%) of all noncontributors who had their taxes prepared

by someone else indicated that they overlooked the option to contribute. Only 5% gave a response that suggested disapproval of DEC's programs.

Factors Most Strongly Associated with Contributing

Multiple regression analysis was utilized to gain a better understanding of the relative importance of factors significantly associated with contributors versus noncontributors. Although the best model produced an adjusted r^2 of only .178, 12 variables entered the model. The first 3 variables, in the order that they appeared, were:

1. Number of sources of information respondent had about the program.
2. Whether the respondent was unsure of which species the funds would be used for (negative association with contributing).
3. Current residence (with rural residents least likely, and metropolitan residents most likely to contribute).

A statistical summary of all variables can be found in Table 13 of the report, accompanied by text on pages 16-20.

Potential to Contribute to "Return a Gift"

Based on a market segmentation analysis, four levels of potential to contribute in 1984 (or future years) were established and the number of taxpaying households in each level were estimated. Two groups of "High Potential" contributors were established. The first (Group A) consists of 905,000 taxpaying households who previously received information on the program and indicated they would likely contribute. Group B consists of 1,355,000 taxpaying households whose relatively high wildlife interests and values generally parallel those of Group A, but Group B was previously unaware of the program and needs to receive information about it. More Group B than Group A respondents (70% vs. 61%) live downstate, and Group B respondents rely more heavily on the mass media for information about

wildlife. Group C, containing 2.13 million households, is classified as having moderate potential to contribute. These respondents indicated they were not sure if they would contribute in 1984. Only 4% contributed in 1983, but the majority claimed to have no information on the program. Finally, Group D consists of 1.3 million households who are not likely to contribute, these are classified as the Low Potential Group.

Discussion/Recommendations

Given the results of this study, and taking into account the bias of many who claimed to contribute when they actually did not, when the wildlife-related interests and values of the public are examined in conjunction with their stated likelihood to contribute in 1984, we believe that the "Return a Gift to Wildlife" program has the potential to elicit donations from 3 million taxpaying households. However, a substantially larger publicity program will be needed to successfully reach even half this number. The newness and lack of publicity of the program is currently its primary limitation.

Most of the high potential taxpayers reside downstate. Relatively few of these read the Conservationist or other DEC publications, or interact in any way with DEC staff. Thus, the publicity program will have to utilize the mass media in large part. It is recommended that a specific plan to improve publicity downstate become the first priority of an expanded publicity program. A method of evaluation should be built into the plan.

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FINAL REPORT

STATE: New York
PROJECT NO.: W-146-R-9

PROJECT TITLE: Public Attitudes Toward Wildlife and Its Accessibility

STUDY NUMBER AND TITLE: VII - Evaluation of Participation and Satisfaction in Wildlife-related Activities

STUDY OBJECTIVE: To gain a broader understanding of the dynamics of participation in various wildlife-related activities, and satisfactions derived therefrom, so as to help guide the development of programs to increase participation and enhance satisfactions related to wildlife-related experiences of wildlife enthusiasts.

JOB NUMBER AND TITLE: VII-11 First Year Evaluation of the "Return a Gift to Wildlife" Program Promotion Efforts

JOB OBJECTIVES:
1. To ascertain the effectiveness of 1982-83 DEC efforts to create an awareness of the "Return a Gift to Wildlife" program and to influence taxpayers to contribute to the program.
2. To ascertain characteristics and interests of contributors and noncontributors.
3. To estimate the size characteristics of one or more market segments which did not contribute to the program in 1982-83, but which has (have) the highest potential to contribute in 1983-84.

JOB DURATION: 1 May 1983-31 October 1983

ABSTRACT

The first year promotional activities of New York's "Return a Gift to Wildlife" program were evaluated via a survey of a mail panel of households maintained by Market Facts, Inc. of New York City. Findings indicated that about 38% of upstate and 28% of downstate taxpayers were aware of the program before receiving the survey. The most important reasons cited for contributing were that respondents "like wildlife," and they want to support DEC programs. Contributors were more strongly oriented toward wildlife activities and values than noncontributors. The primary reasons given for not contributing were overlooking the option on the tax form and a lack of information on how the funds would be used. The study concludes that first year publicity was grossly insufficient for the program to reach its potential, which is estimated at contributions from 3 million taxpaying households. The bulk of this potential is with downstate taxpayers. It is recommended that top priority in publicity plans be given to successfully reaching this audience.

PURPOSE AND OBJECTIVES

In 1982 the New York State Legislature authorized the Department of Taxation and Finance to include space on the state's personal income tax forms whereby taxpayers could contribute to the Conservation Fund in support of fish and wildlife programs. Approximately 20 states have now enacted related programs. New York's program differs from similar programs of most other states in that it encompasses all fish and wildlife as opposed to nongame and/or endangered wildlife specifically.

This study was undertaken both to evaluate first-year efforts in promoting New York's "Return a Gift to Wildlife" program, and to gain insight into further developing and promoting the program in future years. Specific objectives of the study were:

1. To evaluate public awareness of the program and of specific techniques used to promote the program.

2. To identify and characterize those who contributed to the program by demographic characteristics, reasons for contributing, familiarity with the program, and orientation toward wildlife.

3. To ascertain the primary reasons for failure of 95% of taxpayers to contribute to the program.

4. To perform a market potential analysis such that those with high, moderate, and low potential to contribute in future years are characterized and the magnitude of these market segments is estimated.

METHODS

A survey was administered on 6 September 1983 via a subcontract with Market Facts, Inc. of New York City. The audience was a sample of the New

York portion of a mail panel of households with socio-demographic characteristics approximating the population of the Middle Atlantic region. Stratified samples were drawn from the upstate and downstate regions. For this study, "downstate" was defined as New York City, Long Island, Westchester and Rockland Counties. The remainder of New York was defined as "upstate". The data collected were coded, keypunched, converted to computer tape and sent to Project W-146 staff where they were analyzed using SPSSX (Statistical Package for the Social Sciences, Version X).

The sample was weighted as shown in Table 1, based on the number of households in downstate and upstate New York. These weightings are used (1) in making extrapolations to the total state population and the downstate or the upstate portions thereof, and (2) when statewide data from the sample is presented. The latter weighting is necessary because similar sample sizes were chosen upstate and downstate so that data from the two sectors would have similar levels of precision. However, nearly two-thirds of New York's population live downstate. Thus, the upstate area was oversampled in terms of its proportion of the state's population. This is adjusted by giving each downstate respondent a weight factor of 1.291, and each upstate respondent a weight factor of 0.737. Weighting is not necessary to examine upstate or downstate sample data alone, but it is needed to portray statewide results.

Statistical tests (chi-square, t-test, Duncan's Multiple Range) were used where appropriate. A multiple regression analysis was performed to determine the most important variables associated with contributing to "Return a Gift".

Table 1. Weight and Expansion Factors Used in Return a Gift to Wildlife Study.

	Sample Size	1980 Census # of Households	Adjusted Sample Size	Weight Factor	Wt. Factor for Expansion
Downstate	1099	4,208,694	1419	1.291	3830
Upstate	1216	2,658,157	896	.737	2186
Total	2315	6,866,851	2315		

RESULTS

Survey Response and Socio-demographic Biases

From a total stratified sample of 3,200, usable responses were received from 72.3%, or 2,315 households (1099 downstate, 1216 upstate). A comparison of "Return A Gift" socio-demographic variables with 1980 census data for New York State can be found in Appendix B. Briefly, the "Return A Gift" sample corresponded very closely to Census data for the 3 variables used as selection criteria: population of residence area, age, and income. However, the respondents contained higher proportions of whites and married people than the 1980 Census data for New York. In addition, nearly 70% of those who completed the survey were women. Many of these households contained men, but the attitudes/interests of men and women may not be consistent within a household.

Of the 2,315 respondents, 85.6% had filed a tax return in 1982. The analysis uses only the 1,981 respondents who filed a tax return in 1982.

Program Visibility

Overall, 38.1% of upstate taxpayers and 27.8% of downstate taxpayers had some degree of familiarity with the "Return A Gift" program before receiving

the survey. A plurality from upstate (45.9%) initially learned of the program before preparation of their tax return, while most from downstate (55.5%) learned of the program during the time their tax return was being prepared (Table 2). Only 2.5% of all responding taxpayers correctly selected the owl from a list of 4 wildlife types as the symbol of the program.

Table 2. When Respondents Became Aware of The Program, By Residence Area.

When Respondents Became Aware of Program	Downstate	%	Upstate*
Before Tax Preparation	35.0		45.9
During Tax Preparation	55.5		41.9
After Tax Preparation	9.5		12.2
Totals	100.0		100.0

*Significant difference between Downstate and Upstate at the $P \leq .05$ level (chi-square, 2 d.f.).

For a large majority of respondents who knew about the program, the tax instruction booklet was the only information source identified. Ranked next were newspapers, friends-relatives and tax accountants. Other sources typically were cited less often, but for several of these, significant differences in the incidence of identification were found with respect to downstate and upstate residents (Table 3). A higher percent of both contributing and noncontributing upstate taxpayers reported DEC brochures and The Conservationist magazine as sources of information.

Two specific efforts to increase the awareness of the program among New York City respondents were placing signs on sanitation trucks and in the subways. About 15% of New York City respondents acknowledged seeing the

Table 3. Sources of Information For Respondents Who Were Aware of The "Return A Gift" Program, By Whether Or Not They Contributed And Their Residence Area.

Sources for "Return A Gift" Information	Did Not Contribute			Contributed		
	Statewide	Downstate	Upstate	Statewide	Downstate	Upstate
	%					
Tax Booklet	62.9	65.6	60.3	55.4	56.5	53.3
Newspapers	18.6**	11.7	25.2*	28.5	23.1	38.1*
Friend-Relatives	14.0**	11.7	16.2	23.4	23.1	23.8
Tax Accountant	9.9**	9.8	9.9	23.1	25.9	18.1
DEC Brochures	13.4**	8.6	17.9*	23.1	14.8	38.1*
Magazines	10.0**	10.4	9.6	20.3	23.1	15.2
TV	15.3	9.8	20.5*	19.5	17.6	22.9
Radio	6.0**	4.9	7.0	13.4	13.9	12.4
Hunting and Fishing Guides	8.5	4.9	11.9*	10.8	8.3	15.2
The Conservationist	5.0**	1.2	8.6*	9.6	2.8	21.9*
Brochures at Banks, Post Offices, or Libraries	4.1**	4.9	3.3	9.1	12.0	3.8*
Exhibits	2.6**	0.0	5.0*	8.1	8.3	7.6
Subway	4.8	9.8	0.0*	7.7	12.0	0.0*
N.Y.S. Environment	1.3**	1.2	1.3	4.1	3.7	4.8
Newsletters of Conservation Organizations	2.5	3.1	2.0	3.6	1.9	6.7
DEC Personnel	2.1	1.2	3.0	3.6	1.9	6.7
Sanitation Trucks	0.8	1.2	0.3	3.1	3.7	1.9

* Significant difference between Downstate and Upstate at the $P \leq .05$ level (chi-square, 1 d.f.).

** Significant difference statewide between those who contributed and those who did not contribute at the $P \leq .05$ level (chi-square, 1 d.f.).

subway signs, while only 3% noted signs on the sanitation trucks. Those who saw the signs did not contribute at a rate statistically different from those who did not see the signs.

Characteristics of Contributors to "Return A Gift"

Over one-fifth of downstate residents (21.1%) and 13.4% of upstate residents reported giving some amount money to "Return A Gift" in 1982. These numbers are substantially higher than the actual percentages (5.3% and 5.2% for downstate and upstate, respectively) reported by the Department of Taxation and Finance. This is most likely the result of a social desirability response bias associated with giving to a "good cause". Adjustment of the estimates for measurable biases in socio-demographic characteristics would not lower the magnitude of these estimates. This section characterizes those respondents who indicated that they contributed to "Return A Gift to Wildlife".

Reasons for Contributing

The most important reason reported for contributing was because respondents "liked wildlife" (Table 4). A majority of all contributing respondents, and a much higher proportion of upstate respondents also said they contributed because they wanted to support DEC's programs. Nearly half of all respondents also noted the convenience of contributions via the tax check-off.

Most Influential Source of Information

The source of information most frequently indicated (by 26.8%) as most influential to contributors was the tax booklet. Information from friends/relatives and the tax accountant were ranked second and third and

Table 4. Primary Reasons for Contributing and Ranking of "Most Important" Reason for Contributing, By Residence Area.

Primary Reasons for Contributing	State-wide	Downstate	Upstate	Rank as "Most Important" Reason
		%		
Like Wildlife	81.7	80.0	85.6	1
Want to Support DEC's Programs	51.8	47.2	62.9*	3
Want to Expand DEC's Programs	45.2	37.2	64.4*	2
Convenient Way to Contribute	46.3	44.4	50.8	4
Encouraged by Friend/Relative	9.3	10.0	7.6	5
Belong to Group that Supports "Return A Gift"	4.5	4.4	4.5	6
Other	3.4	3.9	2.3	7

*Significant difference at the $P < .05$ level.

listed by 16.1% and 14.8% of contributors, respectively. No other source was listed as "most influential" by as many as 10% of contributing respondents (Table 5).

Desired Use of Funds

A plurality of those who contributed to "Return A Gift" think that DEC should use the money to help all species (49%), while 40% thought the money should go specifically to benefit endangered species. Other species groups were chosen less frequently (Table 6). A significantly higher proportion of contributors indicated that the funds should be used to benefit all species.

Most program areas designated by DEC to be supported by "Return A Gift" funds were specifically indicated by about half of contributing respondents as areas that should be funded. A majority of contributors preferred that the money go to providing adequate and clean habitats (54%) and managing species populations (53%) (Table 7). Also there was great interest in public communication and education (48%) and in managing habitats (47%). Public use

Table 5. Percent of Statewide Contributors Listing Given Sources of Information as Most Influential in Their Decision to Contribute (N = 149).

Source	Percent
Tax Booklet	26.8
Friends/Relatives	16.1
Tax Accountant	14.8
Newspapers	8.1
Television	7.4
Magazines	5.4
The Conservationist	4.7
Hunting and Fishing Guides	3.4
DEC Brochures	2.7
Conservation Organization Newsletters	2.7
NYS Environment	2.0
Brochures at Banks, Post Offices or Libraries	2.0
Exhibits	1.3
DEC Personnel	1.3
Radio	0.7
Sanitation Trucks	0.7
Subway	0.0

Table 6. Type of Species Contributors and Noncontributors Think DEC Should Use "Return A Gift" Funds to Benefit.

	Percent Indicating Preference	
Species Groupings	Contributors	Noncontributors
Endangered	39.6	45.8
Game	20.2	21.1
Fish	12.8	18.8*
Nongame	8.0	7.5
All of Above	49.3	34.2*
Not Sure	6.2	14.6*

*Significant difference between those who contributed and those who did not contribute at the $P \leq .05$ level.

Table 7. Program Areas Contributors and Noncontributors Think DEC Should Use Funds to Benefit.

Program Areas	Percent Indicating Preference	
	Contributors	Noncontributors
Managing Species Populations	52.5	48.0
Providing Adequate and Clean Habitats	54.1	48.8
Public Communication and Education	48.2	42.1
Managing Habitats	47.5	40.1**
Public Use	22.8*	22.1
Not Sure	16.1	23.9**

* Significant difference between upstate (31.5%) and downstate (19.2%) at the $P \leq .05$ level.

** Significant difference between those who contributed and those who did not contribute at the $P \leq .05$ level.

was least frequently indicated as a preference; interest in use programs was much higher among upstate than downstate contributors (31% vs. 19%, respectively). Although respondents could indicate support for more than one program area, the failure to check an area does not necessarily mean that the respondent opposes putting any funds into that area.

Wildlife-associated Recreational Activities and Values

Respondents who contributed to "Return A Gift" were significantly more involved in most kinds of wildlife-associated recreation activities than those who did not contribute (Table 8). Furthermore, significantly higher proportions of upstate than downstate contributors participated in most wildlife recreation activities. Three times as many upstate as downstate contributors (43% vs. 13%) had a license to fish or hunt in 1982-83. While

only 16% of contributors belonged to a conservation organization (Appendix C) this is significantly higher than for noncontributors (8.0%).

Table 8. Contributors' and Noncontributors' Participation in Wildlife-associated Recreational Activities, By Residence Area.

Wildlife-associated Recreational Activities	Contributors			Noncontributors		
	Statewide	Downstate	Upstate	Statewide	Downstate	Upstate
	% ever participating					
Feed Wildlife	65.1	58.4	81.2*	52.9**	45.4	63.3*
Observe Wildlife	55.2	49.5	68.8*	43.1**	36.6	52.2*
Fishing	48.2	42.6	61.6*	40.3**	36.6	45.5*
Boating	36.1	33.7	42.0	30.9	28.5	34.1*
Photograph Wildlife	34.4	32.1	39.9	22.5**	22.2	22.9
Tent Camping	31.7	25.3	47.1*	29.7	27.5	32.9*
Backpacking/Hiking	27.3	26.8	28.3	18.3**	17.5	19.4
Hunting	15.9	8.4	34.1*	14.0	8.2	22.0*
Trapping	3.0	1.6	6.5*	1.6	0.6	3.0*

* Significant difference between downstate and upstate noncontributors or contributors at the $P \leq .05$ level (chi-square, 1 d.f.).

** Significant difference between contributors and noncontributors at the $P \leq .05$ level (chi-square, 1 d.f.).

The higher incidences of participation in wildlife activities for contributors, and particularly for those from upstate New York, are associated with stronger wildlife values. A Likert Summated Rating Scale of 1 (not at all important) to 5 (very important) was used to measure respondents' wildlife-related values. Table 9 shows that for all values except disease and damage (negative values), the wildlife values were significantly more important to those who contributed. Upstate respondents rated both extractive (consumptive) and nonextractive values as moderately to very important to them.

Table 9. Means of Wildlife Values for Contributors and Noncontributors, Based on a 5-Point Scale.

Wildlife Values	Contributors**			Noncontributors
	Statewide	Downstate	Upstate	Statewide
	Means			
Nonextractive	3.84	3.76	4.01*	3.32
Vicarious	3.75	3.61	4.08*	3.21
Unexpected	4.25	4.17	4.44*	3.84
Books/Art	3.90	3.86	4.00	3.45
Existence	4.39	4.37	4.44	4.10
Social Action	3.83	3.79	3.92	3.37
Damage	3.44	3.36	3.64*	3.67
Disease	4.05	4.02	4.12	4.26
Mgmt for Sustained Harvest	4.01	3.90	4.27*	3.87
Behavior Study	3.52	3.49	3.60	3.26
Learning Subject	4.01	3.99	4.04	3.74
Ecological Role	4.32	4.29	4.38	4.07
Extractive Recrea'l Use	2.94	2.68	3.56*	2.63
Economic	3.45	3.43	3.50	3.29

*Significant difference between Downstate and Upstate at the $P \leq .05$ level.

**Significant differences were found between contributors and noncontributors for all values at the $P \leq .05$ level.

Socio-demographic Characteristics

Respondents who contributed from downstate New York can be characterized as married and having lived in a metropolitan area most of their lives. However, a noteworthy minority were single, and a notable minority were Black. Contributors in upstate New York were more evenly split between being married and single, they were evenly split between having urban and rural residences for both their childhood and current residence, and they were primarily Caucasian. The occupational category of sales had the largest proportion of contributors (43.1%); the category of "not employed outside the home" had the smallest proportion of contributors (13.1%). No significant differences in probability to contribute were found with respect to level of education, income, or the number of years of residence in New York State. Any differences in type of residence (single family dwelling vs. apartment) are largely eliminated when upstate vs. downstate locations are controlled for. A more detailed socio-demographic breakdown can be found in Appendix C.

Characteristics of Noncontributors to "Return A Gift"

Reasons for Not Contributing

The reason most frequently cited as "most important" for not contributing was overlooking the option on the tax form. Lack of sufficient information on use of the funds ranked second. The most frequently cited primary reason for not contributing was lack of information on how the funds would be used (46% downstate, 46% upstate). Of those noncontributors who had their tax return prepared by someone else, 51% said they overlooked the option to contribute vs. 27% of those who prepared their own tax return. The frequencies for other reasons are all below 20% (Table 10).

Table 10. Primary Reasons for Not Contributing, By Residence Area and Statewide Ranking of the "Most Important" Reason for Not Contributing.

Reasons for Not Contributing	Percent Listing as Primary Reason		Statewide Ranking of "Most Important" Reason
	Downstate	Upstate	
Did Not Have Information on How Funds Used	46.1	45.7	2
Overlooked the Option	43.4	38.4	1
Not Convinced Funds Needed	17.0	18.3	5
Not Interested in Wildlife	14.6	12.8	4
Give Money Already to Wildlife	8.5	9.6	6
Not Interested in Expanding Program	6.4	6.4	7
DEC Programs Do Not Meet Respondents' Needs	4.5	4.8	8
Belong to Organization That Does Not Support "Return A Gift"	0.4	0.2	9
Other	14.0	18.4*	3

* Significant difference at the $P \leq .05$ level.

Perceived Use of Funds

The lack of information on intended use of "Return A Gift" funds, indicated in the previous section as an important reason for not contributing, was clearly evident in related questions dealing with perceived use of funds (Tables 11 and 12). Thirty percent of noncontributors indicated they were unsure which species the funds would be used for (versus 11% for contributors), and 44% of noncontributors (versus 24% for contributors)

indicated they were unsure of which programs funds would be used for. No patterns of discrepancy were found between species groups or program areas noncontributors thought DEC should use the funds for (reported on pages 8-9) versus those they thought DEC will use the funds for. The large degree of uncertainty as to how DEC planned to use the funds seems noteworthy.

About half of all respondents (46%) felt that the funds would be used specifically for endangered species. Only 20% of noncontributors (and only 34% of contributors) felt the funds would be used to benefit all species.

Table 11. Type of Species Respondents Think DEC Will Use Funds to Benefit, By Whether or Not They Contributed.

Type of Species Respondent Thinks DEC Will Use The Funds For	Noncontributors	Contributors
	%	
Endangered	43.9*	50.0
Game	24.5	28.2
Fish	22.6	23.3
Nongame	6.5	8.9
All of Above	20.2*	34.0
Not Sure	30.2*	10.9

*Significant difference between those who contributed and those who did not contribute at the $P < .05$ level.

Table 12. Type of Program Areas Noncontributing and Contributing Respondents Think DEC Will Use Funds to Benefit.

Type of Program Areas Respondent Thinks DEC Will Use The Funds For	Noncontributors	Contributors*
	%	
Managing Species Populations	37.1	48.6
Providing Habitats	29.5	43.8
Public Communication and Education	30.7	40.1
Managing Habitats	28.9	37.7
Public Use	18.0	24.8
Not Sure	43.8	24.3

* Significant difference for all variables between those who contribute and those who did not contribute at the $P < .05$ level.

Wildlife-associated Recreational Activities and Values

Noncontributors did not participate in as many wildlife-related activities as contributors (refer back to Table 8). The means for wildlife-related values of contributors are closer to neutral than for those who contributed (which tend to be positive, with the exception of disease and damage caused by wildlife) (refer back to Table 9). Significantly fewer noncontributors (16.8%) had a sporting license (22.2% of contributors had a license).

Socio-demographic Characteristics

A larger majority of noncontributors than contributors were Caucasian and married. No other significant demographic differences were noted. A more detailed breakdown of the socio-demographics can be found in Appendix C.

Factors Most Strongly Associated With Contributing to "Return A Gift"

To gain insight into the characteristics or factors most strongly associated with contributing to "Return A Gift", a stepwise multiple regression analysis was run, using a dichotomous dependent variable indicating whether or not respondents made a contribution. While such a regression model is subject to some constraints and potential biases discussed at the end of this section, the technique is sufficient to (1) isolate the most important variables associated with making a contribution to the program and (2) estimate the strength of association of those variables individually (in a statistical sense, with all other variables held constant) with making a contribution.

It should initially be recognized that in a situation such as this in which most people do not contribute regardless of characteristics analyzed, multiple regression will not produce a good explanatory model of those who do contribute. The best model analyzed produced an adjusted r square of only .178. Nevertheless, 12 variables were found which entered the model, each of which was statistically significant at the .05 level. A summary of these variables is shown in Table 13.

The most important factor identified was exposure to the "Return A Gift" program. This was measured in the regression analysis by creating an index corresponding to the number of sources from which respondents had received information about the program. Separate analysis reveals that 11% of those

Table 13. Summary of Variables Most Closely Associated With Contributing to "Return A Gift", in Descending Order of Importance.

Variable Description	Coding Range	Beta Coefficient	Significance Level
1. Number of sources of information	0-4	.104	.0000
2. Unsure of species funds will be used for	0-1	-.066	.0028
3. Current residence	1 (rural) 6 (metropolitan)	.028	.0000
4. Value assigned to seeing wildlife unexpectedly	1-5	.032	.0017
5. Value assigned to disease transmission	1-5	-.028	.0101
6. Member of Black race	0-1	.157	.0001
7. Return prepared by someone else	0-1	.058	.0026
8. Think funds will be used for adequate, clean habitats	0-1	.062	.0029
9. Feels funds should be used to benefit all species	0-1	.046	.0175
10. Feeds wildlife	0-1	.040	.0410
11. Value of damage caused by wildlife	1-5	-.027	.0107
12. Value of wildlife for learning about natural systems	1-5	.023	.0438

who had not heard of the program claimed to contribute; analogous figures are 25% for one source, 32% for two sources, 37% for three sources, and 60% for four or more sources. Returning to the regression model, the beta coefficient of .104 implies that for each additional source of information respondents had about the program, an additional 10% contributed, all other factors held constant.

The second variable to enter the equation was a dummy variable related to whether or not respondents indicated they were unsure of which species the funds would be used for. All other factors held constant, about 7% fewer respondents who indicated they were unsure of this contributed to the program.

The third variable to enter the program was a rural to metropolitan demographic variable, coded 1 to 6. On average, with other factors held constant, each more urbanized area from 1 (rural) to 6 (metropolitan) is associated with an additional 3% of respondents who contributed.

Variables 4, 5, 11 and 12 to enter the equation were responses to wildlife values statements included in Question 14 of the survey. These four values, which were coded from 1 (not at all important) to 5 (very important), in the above order, were:

a. Seeing wildlife unexpectedly.

b. Wildlife transmitting diseases to humans or domestic animals (negative correlation with contributing).

c. Potential damage or nuisance problems that could be caused by wildlife (negative correlation with contributing).

d. Wildlife as subject for learning more about natural systems.

Those who assigned highest importance to the two positive values, and those who assigned least importance to the two negative values contributed at a higher rate (2 to 3% per point on the scale).

The sixth item to enter the model was a dummy variable indicating whether or not the respondent's race was Black. All other variables held constant, about 16% more Blacks than others contributed. Of the 119 Blacks responding, 31.6% indicated that they contributed.

The seventh item to enter the model was a dummy variable indicating whether or not someone else prepared the tax return. All other variables held constant, there was a differential of about 6%, with a higher incidence of contributors who had someone else prepare their return.

The eighth item to enter the model was a dummy variable indicating whether respondents checked (in Question 11a) that they felt funds will be used to provide adequate and clean habitats. Those so indicating contributed at a rate of about 6% above that of other respondents.

The ninth item to enter the model was a dummy variable indicating whether or not respondents felt that funds should be used to benefit all species. Those so responding contributed at a rate of almost 5% above others, all other variables held constant.

The tenth variable to enter the model was a dummy variable indicating whether or not respondents ever feed wildlife. Those who do contributed at a rate of about 4% above others, holding all other variables constant.

Multiple regression, when using a dummy dependent variable, technically should use a logarithmic rather than a linear function, so that the limits of any projected contributors (in this case) would always vary from 0% to 100%. As an illustration, the first variable to enter the equation was number of sources of information about the program. Linear regression produced a beta coefficient of .104, implying that for each additional source of information, an additional 10% contributed, other variables held constant. Taken to the

absurd, if we could bombard the population with information from 10 sources, roughly 121% would contribute (100% plus the 11% who reported contributing even though they had not heard of the program). However, as long as we use the regression analysis as an interpretive tool, as in this analysis, and not as a quantitative tool for projection purposes, multiple linear regression serves our purpose and is used because of its ease of interpretation.

Potential to Contribute in 1984

It is important to recall that only about one-third of the respondents knew of the "Return A Gift" program prior to this survey. Table 14 classifies those who did and did not know of the program by their reported likelihood to contribute next year (Question 12 of the survey). A brief market segmentation of these groups is presented in this section.

High Potential

Groups A and B of Table 14, consisting of approximately 905,000 and 1,355,000 taxpaying households respectively, are classified as having high potential to contribute to "Return a Gift" in future years. High potential respondents participate in larger numbers in wildlife-associated recreation activities (Table 15), and they have higher mean importance scores for positive types of wildlife values (Table 16) than moderate potential respondents. High potential respondents are also more likely to belong to one or more conservation organizations (Appendix C).

The Group A segment of high potential respondents was further segmented on the basis of being aware of the "Return a Gift" program. This group has more solidified opinions (i.e., smaller proportion with no opinion or "don't know") of how the funds should and will be spent. They are more likely to

Table 14. Estimated Expanded Number of Households (in 000's) in Each 1984 Potential to Contribute Category, By Whether or Not They Knew of the Program.

Knew of "Return A Gift" Before This Survey	Potential (in 000s) to Contribute in 1984		
	High	Moderate	Low
		Total	
Yes	905 (A)	600 (C)	524 (D)
No	1,355 (B)	1,532	784
		Downstate	
Yes	555	303	237
No	950	973	452
		Upstate	
Yes	350	297	286
No	411	562	332

Group: A - High Potential Group (Circled Code 4 or 5 of Q12)
B - High Potential(Circled Code 4 or 5 of Q12) Given Adequate Publicity
C - Moderate Potential (Circled Code 3 of Q12)
D - Low Potential (Circled Code 1 or 2 of Q12)

Table 15. Wildlife-associated Recreational Activities, By Residence Area, For Respondents With Moderate and High Potential to Contribute Next Year.

Wildlife-associated Recreational Activities	High Potential			Moderate Potential		
	Total	Downstate	Upstate	Total	Downstate	Upstate
	% ever participating					
Feed Wildlife	63.0**	54.9	78.7*	49.7	43.2	59.3*
Observe Wildlife	53.6**	46.9	66.6*	42.6	36.1	52.1*
Fishing	47.6**	42.2	57.9*	36.0	30.2	44.3*
Boating	37.6**	35.5	41.8	28.8	25.0	34.3*
Photograph Wildlife	31.2**	30.6	32.6	22.1	21.3	23.2
Tent Camping	32.3	28.8	39.2*	28.7	25.3	33.8*
Backpacking/Hiking	24.3**	24.1	24.8	18.5	17.0	20.6
Hunting	15.7	9.6	27.7*	13.1	6.8	22.4*
Trapping	1.9	0.8	4.0*	2.3	0.6	4.6*

*Significant difference between Downstate and Upstate at the $P \leq .05$ level.

**Significant difference between respondents with a high and moderate potential to contribute at the $P \leq .05$ level.

Table 16. Means of Wildlife Values for Those With Different Levels of Potential to Contribute in 1984, Based on a 5 Point Scale.

Wildlife Values	Potential to Contribute				
	Low		Moderate		High
	Mean				
Nonextractive	2.96	*	3.38	*	3.73
Vicarious	2.87	*	3.22	*	3.65
Unexpected	3.47	*	3.92	*	4.17
Book/Art	3.13	*	3.48	*	3.83
Existence	3.76	*	4.12	*	4.41
Social Action	2.95	*	3.38	*	3.83
Damage	3.66		3.66		3.57
Disease	4.17	*	4.31	*	4.19
Sustained Harvest	3.66	*	3.84	*	4.07
Behavior Study	3.00	*	3.28	*	3.52
Learning Subject	3.45	*	3.77	*	4.00
Ecological Role	3.73	*	4.10	*	4.36
Extractive	2.53		2.59	*	2.88
Economic	3.08	*	3.32	*	3.46

*Significant difference at the $P \leq .05$ level for the two groups on either side of the *.

get information on wildlife from DEC-related sources (Table 17). They indicated a high likelihood of contributing in 1984.

Group B respondents, while previously unaware of the program, indicated a strong likelihood of contributing in 1984 if they get sufficient information about the program. Group B respondents rely more heavily on the mass media for information on wildlife, and less heavily on DEC sources (Table 17). The upstate portions of both Group A and B respondents placed

Table 17. Current Sources of Wildlife Information For Respondents With Different Levels of Potential to Contribute in 1984.

Current Sources of Wildlife Information	Potential to Contribute Next Year			
	High (Group A)	High, Given Adequate Publicity (Group B)	Moderate (Group C)	Low (Group D)
	%			
Newspaper	56.7	63.9	59.7	56.8
TV	40.8	52.0	50.2	44.5
Friend-Relative	30.5	28.6	28.4	26.2
Newsletter of Conservation Organization*	18.9	15.6	9.2	8.2
Radio	18.1	22.7	18.6	19.3
Exhibits*	11.5	13.0	9.0	5.5
Magazine	14.8	13.7	10.7	13.7
The Conservationist*	14.8	7.9	6.2	5.8
DEC Personnel*	6.6	4.9	2.7	3.9
NYS Environment	3.2	1.7	1.4	2.2

*Significant difference between potential groups at the $P \leq .05$ level (chi-square, 3 d.f.)

moderate reliance on exhibits and The Conservationist for wildlife information. A large majority of both Group A and B respondents (61% and 70%, respectively) live downstate.

Over 40% of Group A and B respondents claimed to contribute to "Return a Gift". Most of the bias associated with respondents who claimed to contribute but actually did not appears to fall within the High Potential group.

Moderate Potential

Group C of Table 14 comprise the moderate potential group of 2.13 million households. This group was "not sure" if they would contribute to the program next year. Only 4% claimed to have contributed last year. This group can be characterized as being less involved in wildlife-related recreation activities than those with high potential to contribute (refer back to Table 15). They also have lower mean scores for most wildlife values. The primary exception is their increased concern over disease transmission by wildlife (refer back to Table 16). About 60% of this group lives downstate.

A majority of those in Group C who did not contribute indicated inadequate information on how the funds would be used as their primary and most important reason for not contributing (Table 18). These percents (56% downstate, 51% upstate) are higher than those for all respondents (given earlier in Table 10). A plurality of respondents believed the money should be spent for endangered species (47%) (Table 19). The percent who believed that the money should go to benefit all species (32%) is much higher than that thinking DEC will spend the money to benefit all species (19%) (Table 20).

Table 18. Primary Reasons for Not Contributing, By Residence Area and The Rank of The "Most Important" Reason for Respondents With Moderate Potential to Give Next Year.

Primary Reasons for Not Contributing	Downstate	Upstate	Rank of "Most Important" Reason
	%		
Did Not Have Information on How Funds Used	55.6	51.4	1
Overlooked The Option	41.6	38.6	2
Not Convinced Funds Needed	17.1	17.5	4
Not Interested in Wildlife	10.6	6.7	6
Give Money to Wildlife Already	9.2	10.0	5
Not Interested in Expanding Program	5.5	4.7	7
DEC Programs Do Not Meet Respondent's Needs	3.4	4.2	8
Belong to Organization That Does Not Support "Return A Gift"	0.3	0.0	9
Other	13.3	16.1	3

Table 19. Type of Species, High and Moderate Potential Respondents Think DEC Should Use the Funds For.

Type of Species Respondent Thinks DEC Should Use The Funds For	Respondents With Moderate Potential	Respondents With High Potential
	%	
Endangered	46.6	42.5
Game	18.5	24.9*
Fish	17.5	18.8
Nongame	7.8	8.5
All of Above	31.8	46.8*
Not Sure	15.6	5.6*

*Significant difference between respondents with high and moderate potential at the $P < .05$ level.

Table 20. Type of Species, High and Moderate Potential Respondents Think DEC Will Use the Funds For.

Type of Species Respondent Thinks DEC Will Use The Funds For	Respondents With Moderate Potential	Respondents With High Potential*
	%	
Endangered	42.0	49.9
Game	20.8	28.3
Fish	18.0	26.1
Nongame	5.0	8.2
All of Above	19.1	30.4
Not Sure	33.8	14.9

*Significant difference between respondents with high and moderate potential at the $P \leq .05$ level.

Close to a majority of respondents were unsure of what program areas DEC would spend the "Return A Gift" money on (Table 21). However, they generally had opinions of program areas they thought DEC should spend the money on (Table 22). Managing species populations was more important to upstate New Yorkers (47%) than to those from downstate (39%). Providing habitats was important for both downstate and upstate (47%), and over one-third felt that the money should be spent on public communication/education and managing habitats.

Table 21. Type of Program Areas High and Moderate Potential Respondents Think DEC Will Use the Funds For.

Type of Areas Respondent Thinks DEC Will Use The Funds For	Respondents With Moderate Potential	Respondents With High Potential*
	%	
Managing Species Populations	32.4	49.3
Providing Habitats	26.9	41.8
Public Communication and Education	26.9	42.1
Managing Habitats	25.5	39.4
Public Use	15.3	25.0
Not Sure	48.4	27.4

*Significant difference between respondents with high and moderate potential at the $P \leq .05$ level.

Table 22. Type of Program Areas High and Moderate Potential Respondents Think DEC Should Use the Funds For, By Residence Area.

Type of Areas Respondent Thinks DEC Should Use the Funds For	Respondents With Moderate Potential		Respondents With High Potential**
	Downstate	Upstate	
	%		
Managing Species Populations	39.4	47.2*	56.9
Providing Habitats	47.1	47.4	59.5
Public Communication and Education	39.7	42.5	55.7
Managing Habitats	35.8	39.0	51.9
Public Use	15.5	24.7*	28.3
Not Sure	27.1	24.9	12.7

*Significant difference between downstate and upstate at the $P \leq .05$ level.

**Significant difference between respondents with high and moderate potential at the $P \leq .05$ level.

Specifically, those in Group C who have not heard of the program, representing 1.53 million households, need sufficient information about the program before they will contribute. The two best ways to get information to them are through the newspapers and television. Refer back to Table 17 for other sources of information.

Low Potential

An estimated 1.3 million households have a low potential to contribute in 1984. About 53% of this group lives downstate. Similar to the moderate potential group, only 4% claimed to have contributed last year. This group had lower mean scores on wildlife values (refer back to Table 16). The only significant socio-demographic characteristic is in the type of dwelling of respondents; those with a low potential to contribute were more likely to live in single-family homes, while those with a higher potential to contribute were more likely to live in an apartment (Table 23).

Table 23. Type of Dwelling For Respondents in Each Potential Group.

Type of Dwelling	Potential to Contribute Next Year*			
	High	High	Moderate	Low
	%			
Single Family Home	48.5	51.9	54.9	57.0
Apartment	22.7	19.0	14.8	16.8
Other	28.8	29.1	30.3	26.2
Total	100.0	100.0	100.0	100.0

*Significant difference at the $P \leq .05$ level (chi-square, 6 d.f.).

How to Encourage More Contributions

All respondents were asked what they thought would encourage more contributions. The two leading answers were: more advertising and more

public information. These responses were particularly common among respondents with moderate to high potential to give next year (Table 24). While information on the use of the money was suggested by more people in the low to moderate potential groups.

Table 24. What Respondents Think Would Encourage More Contributions, By Their Potential to Contribute Next Year.

What Would Encourage More Contributions	Potential to Contribute Next Year		
	Low	Moderate	High
More Advertising	22.1	32.1	43.4*
More Public Information	34.6	41.2	42.7
Information On Use of Money	31.0	30.1	12.8*
More Information At Tax Time	7.8	6.5	12.3*
Other	18.8	8.4	8.6*

*Significant difference at the $P \leq .05$ level.

Discussion and Implications

Although considerable efforts were made in 1982-83 to promote the "Return A Gift to Wildlife" program, these efforts were made over a limited time frame, this being the first year of the program, and with a limited budget. The clearest finding of this study is that the amount of publicity used to influence 1982 taxpayers to contribute in 1983 was grossly inadequate in relation to the potential of New York taxpayers to contribute to this program.

This study reveals that 2.6 million households have high potential to contribute to the program, and another 2.1 million have moderate potential. Thus, we see the "Return A Gift" program as having a realistic potential of reaching 3 million contributors. To do so, however, will require a vastly increased promotional budget.

The study findings show no particular policy conflicts DEC should be concerned about. Noncontributors listed lack of information as the primary barrier, rather than any indication that they disagreed with DEC policies or programs. Findings of the regression analysis suggest that the program will be most successful if it continues to be utilized and promoted as a broad-based program geared at improving habitats and management for all species. In this context, and in the regional context of considering specific media promotional strategies, it should be remembered that two-thirds of the high potential audience live downstate.

Despite the efforts of placing publicity signs on sanitation trucks and subways in New York City, downstate respondents were less familiar than upstate respondents with the program. A small proportion of downstate respondents were familiar with the program, and those who were familiar often learned of the program later (in relation to when they filed their tax returns). There are two possible reasons why downstate residents may be less aware of the program; this study can provide only partial data, but the authors hypothesize that both are operating to some degree. First, because of limited urban fish and wildlife staffing in the metropolitan area, DEC probably is less visible downstate in reference to fish and wildlife management. If so, downstate residents may need more media "message units" than upstate residents before they become consciously aware of the program.

Secondly, the media habits of downstate residents differ somewhat from those of upstate residents. About 64% of high and moderate potential contributors from downstate who were not aware of the program indicated they rely at least in part upon newspapers for wildlife-related information; 53% indicated some reliance upon television, and 22% indicated some reliance upon

radio. Dependence on newspapers is higher than for the comparable upstate groups, while that for television and radio is similar to upstate. However, less than 4% of these downstate respondents indicated getting wildlife information from The Conservationist or any other DEC-related source.

Thus, it appears that substantial use of the mass media will be needed to increase the level of program publicity downstate to the point that most of the high and moderate potential audience is reached. Because two-thirds of the high potential contributors live downstate, it is recommended that first priority in future publicity efforts be devoted to developing a plan for reaching this audience. Such a plan should include a method of evaluation.

APPENDIX A:

"Return A Gift" Questionnaire

CONSUMER MAIL PANEL
POST OFFICE BOX 70, OAK PARK, ILLINOIS 60303

(N-206)

Dear Panel Member,

Today's questionnaire is about how people fill out their New York State tax returns. Please have the member in your household who prepared the 1982 tax form or the individual who is most knowledgeable about the tax form, fill out this questionnaire as soon as possible and return it in the enclosed postage-paid envelope. I will send you a nice gift when I receive your completed questionnaire.

Cordially,

Marie

* * * *

4a. Do you have a spouse who filed a separate 1982 New York Resident Income Tax Return?

No ..... 1 ⟶ SKIP TO INSTRUCTION BEFORE Q.5a Yes 2 (17)

4b. What amount did your spouse enter on Line 18 (or Line 12 of the short form)? (18)

$0 ..... 1 $5 ..... 3 Other (Please Specify: $____) ... 5
$2 ..... 2 $10 4

For the rest of this survey, the option to donate money to wildlife conservation programs conducted by the New York State Department of Environmental Conservation through your State tax return will be termed "Return a Gift to Wildlife." The Department of Environmental Conservation will be abbreviated as DEC.

PLEASE INDICATE THE PRIMARY REASONS WHY YOU DID (ANSWER Q.5a & b) OR DID NOT (ANSWER 5c & d) "RETURN A GIFT TO WILDLIFE"?

5a. I did contribute primarily because ... (CIRCLE ALL THAT APPLY BELOW UNDER Q.5a)

5b. The most important of these reasons why I contributed is ... (CIRCLE ONE BELOW UNDER Q.5b)

	Q.5a	Q.5b
	(19)	(20)
I like wildlife	1	1
I want to support DEC's existing fish and wildlife conservation programs	2	2
I want to see DEC broaden or expand its fish and wildlife conservation program	3	3
The tax check off is a convenient way to contribute to wildlife conservation	4	4
I belong to a group that endorses the "Return a Gift to Wildlife" effort	5	5
I was encouraged to contribute by a friend or relative	6	6
Other reason (Please Specify):_____	7	7

5c. I did not contribute primarily because (CIRCLE ALL THAT APPLY BELOW UNDER Q.5c)

5d. The most important of these reasons why I did not contribute is...(CIRCLE ONE BELOW UNDER Q.5d)

	Q.5c	Q.5d
	(21)	(22)
I am not particularly interested in wildlife	1	1
I am not convinced that additional funds are needed for wildlife conservation	2	2
I am not interested in broadened or expanded fish and wildlife conservation programs	3	3
I did not have enough information on how these funds would be used	4	4
I give enough money to wildlife conservation programs already	5	5
DEC programs do not meet my needs and interests in wildlife	6	6
I belong to an organization that does not endorse the "Return a Gift to Wildlife"	7	7
I overlooked the option to contribute (or forgot to tell tax preparer to make contribution)	8	8
Other reason (Please Specify): _____	9	9

6a. Prior to receiving this survey, had you ever heard of the "Return a Gift to Wildlife" program?

Yes ..... 1 No ..... 2 ⟶ SKIP TO Q.10a (23)

6b. Approximately when did you first become aware that New York taxpayers could "Return a Gift to Wildlife"? (CIRCLE ONE) (24)

Before preparation of my 1982 tax return began 1
During the time my 1982 tax return was being prepared 2
After my 1982 tax return was completed, but before receiving this survey 3

7a. How did you learn of the opportunity to contribute to the "Return a Gift to Wildlife" program? (CIRCLE ALL THAT APPLY BELOW UNDER Q.7a.)

7b. Which of these, if any, most influenced your decision of whether or not to "Return a Gift to Wildlife"? (CIRCLE ONE UNDER Q.7b BELOW)

	Q.7a	Q.7b
Newspapers	1 (25)	1 (27)
Radio	2	2
TV	3	3
Tax Instruction Booklet	4	4
Posters on subway cars	5	5
Posters on sanitation trucks	6	6
Brochures at banks, post offices, or libraries	7	7
Exhibits	8	8
Friends, family acquaintances	9	9
Tax Accountant	0	0
Department of Environmental Conservation personnel	1 (26)	1 (28)
Department of Environmental Conservation publications	2	2
The Conservationist	3	3
N.Y.S. Environment	4	4
Hunting and Fishing Guides	5	5
Magazines	6	6
Newsletters of conservation organizations (Please Specify): _____	7	7

8. Which wildlife symbol or logo do you recall being used to publicize "Return a Gift to Wildlife"?

A fish ..... 1 An owl 3
A deer ..... 2 A beaver 4 (29)
Don't remember 5

9a. Have you seen, heard, or read anything new about the "Return a Gift to Wildlife" program since August 20, 1983?

No ..... 1 ⟶ TO TO Q.10a Yes 2 (30)

9b. If yes ... From what source? (CIRCLE ALL THAT APPLY)

Newspaper ..... 1 Radio 3 (31)
Television ..... 2 Other (Specify) 4

_____
_____

10a. Listed below are various combinations of fish and wildlife species. Please indicate which species you think The Department of Environmental Conservation will use "Return a Gift to Wildlife" funds for? (CIRCLE ALL THAT APPLY BELOW UNDER Q.10a)

10b. Now, please indicate which species you think The Department of Environmental Conservation should use "Return a Gift to Wildlife" funds for? (CIRCLE ALL THAT APPLY BELOW UNDER Q.10b)

	Q.10a (32)	Q.10b (33)
Endangered wildlife species	1	1
Unendangered non-hunted wildlife	2	2
Game or hunted wildlife species	3	3
Fish	4	4
All of the above	5	5
Not sure	6	6

11a. Listed below are four broad areas of service provided by The Department of Environmental Conservation's Division of Fish and Wildlife. Please indicate which of these areas you think DEC will use "Return a Gift to Wildlife" funds for? (CIRCLE ALL THAT APPLY BELOW UNDER Q.11a)

11b. Now, please indicate which of these areas you think DEC should use "Return a Gift to Wildlife" funds for? (CIRCLE ALL THAT APPLY BELOW UNDER Q.11b)

	Q.11a (34)	Q.11b (35)
Providing adequate and clean habitats	1	1
Managing habitats	2	2
Managing species populations	3	3
Public use opportunities	4	4
Public communication and education	5	5
Not sure	6	6

12. At this time, do you think you will "Return a Gift to Wildlife" next year when you file your state income tax return?

	(36)
Definitely will not "Return a Gift to Wildlife"	1
Probably will not "Return a Gift to Wildlife"	2
Not sure if I will "Return a Gift to Wildlife"	3
Probably will "Return a Gift to Wildlife"	4
Definitely will "Return a Gift to Wildlife"	5

13. What do you think could be done to encourage more contributions to "Return A Gift to Wildlife"? _____ 37-

_____ 38-

_____ 39-

_____ 40-

41-

14. Wildlife (here I mean fish, too) are important to people in many different ways. Some of these are listed below. How important or unimportant are these aspects of wildlife to you? (PLEASE CIRCLE ONE RESPONSE FOR EACH ASPECT.)

Aspects of Wildlife	Very Important	Moderately Important	Neutral	Not Too Important	Not At All Important	
Talking about wildlife and wildlife sightings with family and friends	1	2	3	4	5	(42)
Observing or photographing wildlife	1	2	3	4	5	(43)
Seeing wildlife unexpectedly	1	2	3	4	5	(44)
Hunting/fishing for recreation	1	2	3	4	5	(45)
Books, movies, paintings or photographs about wildlife	1	2	3	4	5	(46)
Expressing concern for wildlife and their management to public officials or to officers of private organizations	1	2	3	4	5	(47)
Just knowing wildlife exists in New York State.	1	2	3	4	5	(48)
Wildlife transmitting diseases to humans or domestic animals	1	2	3	4	5	(49)
Role of wildlife in the ecology of New York State	1	2	3	4	5	(50)
Using wildlife in behavior studies	1	2	3	4	5	(51)
Potential damage or nuisance problems that could be caused by wildlife	1	2	3	4	5	(52)
Wildlife as subject for learning more about natural systems	1	2	3	4	5	(53)
Management of wildlife for a sustained harvest for human use without harming the future of the wildlife populations	1	2	3	4	5	(54)
Local economic benefits from the sale of equipment, supplies or services that make recreational enjoyment of wildlife possible	1	2	3	4	5	(55)

The following set of questions are designed to help identify your interests in wildlife.

15. Please circle the codes of all the wildlife-associated recreational activities (listed below) in which you have ever participated. For those in which you have participated, please report the most recent year when you participated. Then, indicate the approximate number of days that you participated during that year.

	Ever Participated (56)	Most Recent Year Participated	Approximate Number of Days Participated In That Year
Feeding wild birds and other wildlife...	1	19___(57-58)	___days (13-15)
Wildlife observation	2	19___(59-60)	___days (16-18)
Photographing wildlife	3	19___(61-62)	___days (19-21)
Fishing	4	19___(63-64)	___days (22-24)
Hunting	5	19___(65-66)	___days (25-27)
Trapping	6	19___(67-68)	___days (28-30)
Tent camping	7	19___(69-70)	___days (31-33)
Backpacking/hiking	8	19___(71-72)	___days (34-36)
Boating/canoeing	9	19___(73-74)	___days (37-39)
None of the above	0		

75-78 Open
79/-/1/80

Begin Cd 2
1-12 Dup Cd 1

16. Which of the following types of licenses issued by the New York State Department of Environmental Conservation did you hold for the 1982-83 license year? (CIRCLE ALL THAT APPLY)

(40)
Hunting license 1
Fishing license 2
Combination hunting and fishing license 3
I did not have any licenses to hunt or fish 4

17. Do you belong to any conservation, environmental, outdoor, or fish and wildlife associated organizations?

(41)
No 1

Yes ..... 2 → PLEASE PROVIDE NAMES OF THESE ORGANIZATIONS

_____ 42-
43-
_____ 44-
45-
_____

(N206)

18. Where do you currently obtain most of your information regarding fish and wildlife in New York?

(46)

- Newspapers 1
- Radio 2
- TV 3
- Newsletters of conservation organizations 4
- Exhibits 5
- Friends, family, acquaintances 6
- DEC personnel 7
- Magazines (which ones?)
  - The Conservationist 8
  - N.Y.S. Environment 9
  - Other (Specify) _____ 0

_____ 47-

19. Are there any better ways the Department of Environmental Conservation could use to reach you with such information?

(48)

No 1
Yes ..... 2 (PLEASE SPECIFY) 49-

50-

_____ 51-

52-

_____ 53-

PERSONAL BACKGROUND

The following individual information is needed to help classify groups of individuals who share common concerns or interests about fish and wildlife.

(54)

20. Are you...
- Male head of household.....1
- Female head of household.....2
- Son.....3
- Daughter.....4
- Other (SPECIFY)_____ 5

21 How many years have you been a resident of New York State?

_____ years (55-56)

22. Which of the following best describes the population of the area(s) where you lived most of the time when you were between the ages of 6 and 16, and (b) where you currently live? (CIRCLE ONE ITEM IN COLUMN A AND ONE ITEM IN COLUMN B):

Residence Area	(a) Residence between ages of 6-16	(b) Current Residence
Rural, farm	1 (57)	1 (58)
Rural, non-farm	2	2
Village of under 5,000	3	3
Village or small city of 5,000 to 24,999	4	4
City of 25,000 to 99,999	5	5
City of 100,000 or more	6	6

THANK YOU. Now, please examine the questionnaire to make sure you have not overlooked any questions and return it to me as soon as possible in the enclosed postage-paid envelope.

59-78 Open
79/-/2/80

(N206)

APPENDIX B:

Comparison of "Return A Gift" sample with 1980 Census

Table B-1. Socio-demographic Characteristics Used By Market Facts to Select Panelists and Characteristics of Respondents.

	Upstate %		Downstate %	
Income	(1)*	(2)*	(1)*	(2)*
Under $10,000	30	27.5	19	17.8
$10,000 - $14,999	15	16.4	10	10.4
$15,000 - $19,999	12	12.0	11	10.2
$20,000 - $29,999	20	21.3	21	21.9
$30,000 and over	24	22.8	39	39.7
Population Density				
Non-SMSA	22	23.3	-	
SMSA 50,000 - 499,999 Central City	5	4.1	-	
SMSA 50,000 - 499,999 Outside Central City	16	14.8	-	
SMSA 500,000 - 1,999,999 Central City	16	15.2	-	
SMSA 500,000 - 1,999,999 Outside Central City	41	42.1	-	
SMSA 2 Mill. and over Central City	-	0.1	62	64.2
SMSA 2 Mill. and over Outside Central City	-	0.4	38	35.8
Panel Member Age				
Under 30 years	15	15.5	18	17.7
30 - 39 years	19	20.6	21	23.9
40 - 49 years	18	14.6	17	16.6
50 - 59 years	16	17.6	20	18.5
60+ years	32	31.7	24	23.3

*(1) Original sample coinciding with Bureau of the Census data.

(2) Survey respondents.

Table B-2. Further Socio-demographic Comparisons of "Return A Gift" Sample with 1980 Census.

	"Return A Gift"	1980 Census
	Mean	
Household Size	2.9	2.7
	%	
Race		
White	93.0	75.0[a]
Black	6.2	12.0[a]
Asian	0.2	
Other	0.6	
Total	100.0	
Marital Status		
Married	69.8	52.7[b]
Widowed	10.9	8.6
Divorced	7.7	4.9
Separated	2.8	3.4
Single	8.7	30.3

[a]Household with at least one member of the given race.

[b]Marital status from 1980 census is for women 15 yrs. and older.

[c]1979 Income.

APPENDIX C:

SUPPLEMENTARY TABLES

Table C-1. Percent of Noncontributors and Contributors Who Are Members of Wildlife Organizations.

Membership in a Conservation Organization	Noncontributors	Contributors
	%	
Any Organization	8.0**	16.0*
National Wildlife Federation	14.8	21.7
Audubon Society	8.5	18.2
NRA	6.3	5.3
NY/Bronx Zoological Society	6.8	5.0
Other	82.3	78.3

*Significant difference between downstate (12.8%) and upstate (23.6%) at the $P \leq .05$ level.

**Significant difference between contributors and noncontributors at the $P \leq .05$ level.

Table C-2. Occupation, By Whether or Not They Contributed.

Occupation	Noncontributors	Contributors*	Total
Professional Workers	77.0	23.0	100.0
Managers	78.2	21.8	100.0
Clerical	78.3	21.7	100.0
Sales	56.9	43.1	100.0
Craftsmen	79.8	20.2	100.0
Operatives	80.8	19.2	100.0
Service Workers	80.3	19.7	100.0
Other	79.2	20.8	100.0
Not Employed (outside of home)	86.9	13.1	100.0

*Significant difference between contributors and noncontributors at the $P \leq .05$ level.

Table C-3. Percent of Contributors and Noncontributors in Each Type of Dwelling.

Type of Dwelling	Noncontributors**	Contributors
Single Family Home	55.6	44.4
Apartment	15.1	28.1
Other	29.3	27.6
Total	100.0	100.0

**Significant difference between contributors and noncontributors at the $P \leq .05$ level, but not significant when upstate/downstate is controlled for.

Table C-4. Percent of Contributors in Their Current Residence Area and Noncontributors By Type of Residence Area Between the Ages of 6 and 16.

Residence Between Ages 6 and 16	Noncontributors	Contributors	
		Downstate	Upstate
	%		
Rural-Farm	11.2	3.8	17.4*
Rural-Nonfarm	7.7	7.7	12.3
Village < 5,000	9.7	7.1	16.7*
Small City 5,000-24,999	15.5	14.8	18.8
City 25,000-99,999	15.7	16.5	16.7
City > 100,000	40.9	51.1	18.8
Total	100.0	100.0	100.0

*Significant difference between downstate and upstate at the $P \leq .05$ level.

Table C-5. Percent of Contributors By The Location of Their Current Residence and Noncontributors, by Type of Current Residence Area.

Current Residence	Noncontributors	Contributors	
		Downstate	Upstate*
		%	
Rural-Farm	5.9	0.0	13.0
Rural-Nonfarm	9.4	3.4	20.6
Village < 5,000	8.8	3.4	15.3
Small City 5,000-24,999	23.0	20.3	22.9
City 25,000-99,999	14.9	14.7	12.2
City > 100,000	37.9	58.2	16.0
Total	100.0	100.0	100.0

*Significant difference between downstate and upstate at the P $\leq$ .05 level.

Table C-6. Race, By Contributors and Noncontributors.

Race	Noncontributors**	Contributors	Total
		%	
White	82.1	17.9	100.0
Black	68.4	31.6*	100.0
Other	87.5	12.5	100.0

*All Blacks who contributed were from downstate (n=29)

**Significant difference between contributors and noncontributors at the P $\leq$ .05 level.

Table C-7. Percent of Contributors in Their Current Residence Area and Non-Contributors, By Marital Status.

Marital Status	Noncontributors	Contributors	
		Downstate	Upstate
		%	
Married	71.2**	59.7	74.8*
Widowed	11.1	10.2	10.1
Divorced	7.2	10.7	8.6
Separated	2.4	5.6	2.2
Single	8.1**	13.8	4.3*
Total	100.0	100.0	100.0

*Significant difference between downstate and upstate at the $P \leq .05$ level.

**Significant difference statewide between contributors and noncontributors at the $P \leq .05$ level.

Table C-8. Whether or Not Respondents Contributed and Residence Area, By Household Status.

Household Status	Noncontributors	Contributors	
		Downstate	Upstate*
		%	
Male Head	24.0	20.0	34.5
Female Head	69.8	74.7	59.0
Son	0.3	0.0	0.0
Daughter	1.8	1.6	2.9
Other	4.1	3.7	3.6
Total	100.0	100.0	100.0

*Significant difference between downstate and upstate at the $P \leq .05$ level.

Table C-9. Potential Groups By Membership In Conservation Organizations.

Conservation Organization Membership	Potential to Contribute Next Year*			
	High	High, Given Adequate Publicity	Moderate	Low
	%			
Yes	16.9	10.3	7.4	7.4
No	83.1	89.7	92.6	92.6
Total	100.0	100.0	100.0	100.0

*Significant difference at $P \leq .05$ level (chi-square, 3 d.f.).

Table C-10. Potential Groups By Whether or Not They Purchased A Sporting License.

Hunting and/or Fishing License	Potential to Contribute Next Year			
	High	High, Given Adequate Publicity	Moderate	Low
	%			
Yes	26.0	18.2	15.0	15.5
No	74.0	81.8	85.0	84.5
Total	100.0	100.0	100.0	100.0